



CUSTOMER STORY

DATA INTEGRATION & ANALYTICS



Qlik enhances decision-making
with high-speed insights



“Functions from commercial finance and demand planning to marketing and e-commerce are pulling data together with Qlik.”

Dave Elliott, Global Head of Data & Analytics, Mayborn Group

The best possible start

Caring for a child in the early months and years of their life is both a privilege and a responsibility. To achieve it, parents and carers around the world build networks of support and portfolios of products and brands that they can call on to give a child the best possible start in life.

One of these brands is Tommee Tippee. The world’s fifth-largest parent care brand is renowned for its baby bottles, spill-proof cups and the unique Perfect Prep™ machine but it also offers an extensive range of other very popular baby care products including sleep aids, weaning solutions and breast pumps. It’s a competitive environment in which brand loyalty and market presence are critical factors. And for Mayborn Group, the company behind the Tommee Tippee brand, maintaining these across its multiple regions of operation is an important business priority.

“We’re active in most continents, operating in around 60 countries worldwide,” says Dave Elliott, Global Head of Data & Analytics at Mayborn Group. “Data is fundamental to everything we do, from manufacturing right through to interactions with our retailers.”

A single version of the truth

Mayborn’s success depends on clear visibility and the capability to monitor the performance of activities across the business. Every percentage point of market share gained is precious and hard-won. It reflects the effectiveness of Mayborn’s sales, marketing and promotional activity.

Solution Overview

Customer Name

Mayborn Group

Industry

Manufacturing

Geography

UK

Function

Finance, Marketing, Sales,
Supply Chain Management

Challenges

- Acquire and process siloed data from global sources
- Enable a single point of truth for business reporting
- Assess and optimize key business processes

Solution

Mayborn combined Qlik Data Integration and Qlik Data Analytics to provide easy-to-use and informative dashboards and analytics visualizations.

Results

- Key decisions are now based on reliable data
- Alerts and subscriptions drive user engagement and responses
- Users across the world can now access key insights

Tracking critical indicators in these areas is an essential component of Mayborn's operation, and it's an area where high-quality data is key. Acquiring this data quickly and accurately from such a broad range of sources and locations is, however, a major task.

"One of the biggest challenges we face with data is that we are such a global organization with a lot of siloed activity within regions," says Elliott. "Bringing that together and centralizing it within a data warehouse was a significant challenge."

"The business likes to see every angle from one viewpoint. Getting that from external sources takes time," adds Mark Little, Principal Business Intelligence Specialist at Mayborn. "It meant getting a partner on board to really work with us to enable the business to see that single version of the truth."

The go-to platform

The solution provider Mayborn chose to work with was Qlik. Using Qlik Data Integration, Mayborn was able to access data in a range of formats from multiple locations and feed it into its data warehouse.

"Our primary data sources are quite varied. We get a lot of electronic point of sale (EPOS) data from retailers, for example," says Elliott. "We also bring in market share data from market provision suppliers, as well as our ecommerce platform data. It's a very broad range of data sources that we can now integrate with our target system using Qlik."

"We have a history with Qlik products but the main reason we went with Qlik Data Integration is that it was easy to implement," Little continues. "It met our use case requirements and started delivering results much more quickly than a standard data warehouse approach."

Adding to the mix is Qlik Cloud Analytics, which generates dashboards that tap into every part of Mayborn's operation and deliver insights into sales and other valuable metrics.

"We've got a strong BI consultancy background in the team and Qlik has long been the go-to platform for us," Little continues. "It's user-friendly, it's easy to learn and it's quick to implement."

A global resource

With Qlik, Mayborn is now able to access reliable data in consistently useable formats and use it to generate high-quality analytics.

Adam Garcia, Commercial Finance Manager at Mayborn Group, explains that the Qlik-based Promotional Evaluation app is playing an important role in assessing the financial impact of the business's promotional activity.

"We can identify very quickly which promotions are most successful and which products respond best to price drops," Garcia notes. "We can compare results across retailers and products to identify the top performers and maximize returns on investment, so we're making the right choices about where to commit resources. At P&L level that used to take weeks; with Qlik we can do it in just a couple of clicks."

It's a solution that's not only delivering results at Mayborn's head office in Newcastle upon Tyne; the benefits extend across locations worldwide.

"We've got around 230 users across Mayborn. Around 60% of those are in our headquarters but regional

teams are utilizing it too,” says Elliott. “Functions from commercial finance and demand planning to marketing and ecommerce are pulling data together with Qlik.”

“Qlik Cloud Analytics is deployed globally,” adds Little. “We have global dashboards that interact with every part of the business, and regional dashboards designed specifically for users in America, Australia and China.”

A phenomenal experience

Little believes that Qlik is beginning to trigger a change in behavior at Mayborn, with Qlik generating alerts and enabling subscriptions to key data points, as well as prompting calls to action to ensure that users interact and engage with the platform and the insights it provides.

“We’ve been using alerts for forecast targets,” he adds. “If there’s a big variance between performance and target, we can send alerts so people can make any necessary changes. It’s a real opportunity to take control of a situation instead of waiting until it’s too late.”

The future for Mayborn includes leveraging Qlik’s AI capabilities, including Insight Advisor and natural language capabilities. Elliott is also excited by the possibilities offered by AutoML, particularly in supporting the business’s forecasting processes.

“The next step in our data transformation journey is to leverage the new functions within Qlik Cloud Analytics and present our users with a clean data layer so they can not only access the curated data and apps, but actually start to create their own ad hoc versions,” he says.

“Our experience with Qlik as a partner has been phenomenal,” Elliott concludes. “It’s certainly a partnership. We’ve had great support, encouragement and guidance through our relationship with Qlik.”

**The
keys to
success**



230

users
worldwide



P&L

reporting times cut from
weeks to seconds

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Mark Little, Principal Business Intelligence Specialist, Mayborn Group



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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